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H.B. Drollinger Co.
President

November 6, 2014

John Ruhlen
Ruhlen & Associates
Secretary

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HFH Ltd.

Jack Davis
Coldwell Banker Realtors

Sander de Wildt
CBRE

Heather Lemmon
Westbluff Realty
and Property Management

Donald R. Duckworth
Executive Director

Holly Wolcott
City Clerk
City of Los Angeles
200 N. Spring Street
Room #224
Los Angeles, CA 90012

Re: Westchester Town Center PBID 2015 Annual Planning Report Transmittal

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the Westchester Town Center Business Improvement District has caused this Annual Planning Report to be prepared, and formally approved it at their meeting of November 6, 2014.

This report covers proposed activities of the Westchester Town Center BID from January 1 through December 31, 2015.

As we may be of any additional assistance, please let me know.

Sincerely,

Donald R. Duckworth
Executive Director

C: WBIA Board of Directors
Miranda Paster, Office of the City Clerk
Rick Scott, Office of the City Clerk

Westchester Town Center Business Improvement District

2015 Annual Planning Report

- I. **District Name:** This report is for the Westchester Town Center Business Improvement District (hereinafter “District”), which is administered by the Westchester Business Improvement Association, a 501c6 non-profit corporation.
- II. **Fiscal Year of Report:** This report applies to the 2015 Fiscal Year. It was formally approved by the Westchester Business Improvement Association Board of Directors at their November 6, 2014 meeting.
- III. **Boundaries of the BID:** There are no changes to the District boundaries for 2015.
- IV. **Benefit Zones:** The District has one benefit zone and there will be no changes to it in 2015.
- V. **Improvements, Activities, and Services for 2015:**
 - a. **Ambassador Services Program: \$65,000 (16%)**

The purpose of the Ambassador Services Program is to provide a readily identifiable, uniformed presence to assessed parcels that will observe and respond to situations in the vicinity of those parcels and their parking facilities. Ambassadors will enhance the appearance of safety and the comfort level of customers, employees, visitors, owners and tenants as they travel to and from assessed parcels. In 2015, generally, an ambassador will be deployed 40-hours per week, including selected weekend days, by bicycle or foot patrols as deemed appropriate. These personnel will provide directions or assistance; serve as a liaison to the LAPD; coordinate the provision of homeless services; warn and advise trespassers and panhandlers; and, respond to visitor inquiries.
 - b. **Landscape, Sanitation, & Beautification Program: \$130,000 (32%)**

The purpose of the Landscape, Sanitation, and Beautification Services Program is to maintain the sidewalks and landscaped public areas adjacent to each assessed parcel at a level of cleanliness and attractiveness higher than would exist with only baseline City services. In 2015, these activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation

and operation of landscaping, trees, and other improvements that may be installed by the District.

c. **Marketing & Promotions Program: \$40,000 (9.9%)**

The purpose of the Marketing and Promotions Program is to promote the business activities and opportunities occurring on assessed parcels in the District. Marketing, promotions, and public relations initiatives will disseminate information and awareness about Westchester Town Center's identity, brand, and business opportunities to convey a positive image to consumers, visitors, and investors. In 2015, these activities may include, but are not limited to, the following: street banners; holiday decorations; a website; a newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc.

d. **New Business Attraction Program: \$10,195 (2.5%)**

The purpose of the New Business Attraction Program is to attract businesses to assessed parcels in the District. New business attraction efforts will provide growth in the number of businesses, increase the size of existing business, and present new opportunities for Westchester Town Center property and business owners. In 2015, these efforts may focus on specific new businesses / tenants being recruited to the District or general future expansion that significantly affects the District, and may be undertaken by District employees or contractors. In the past the District sponsored an Urban Land Institute Technical Advisory Panel, the preparation of an economic analysis to identify future opportunities for the District, and outreach to LAWA to seek mutually acceptable common interests for the future.

e. **Policy Development, Management, & Administration: \$60,000 (14.8%)**

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management; excellent communications with stakeholders; effective advocacy on behalf of parcel owner interests; effective board and committee coordination; and, sound fiscal management. In 2015, the District will be managed / administered by a contracted, professional executive director who may utilize administrative and technical support as needed.

f. **Office, Insurance, & Other: \$35,000 (8.6%)**

The purpose of the Office, Insurance, Accounting, and Other budget item

is to fund the various administrative costs associated with providing the District's services to assessed parcels. These costs implement all other District improvements, activities, and services. In 2015, this budget category may include, but not be limited to, the following: office supply, material, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary expenses.

g. **Uncollected Assessment Reserve: \$65,625 (16.2%)**

The purpose of the Uncollected Assessment Reserve is to provide an accounting cushion for any revenue shortfall that might be created in any particular year for assessments that are not paid timely through the County of Los Angeles. This is a temporary reserve that has been established to offset such temporary revenue shortfalls.

h. **Total Estimated Cost for 2015: \$405,820 (100%)**

A breakdown of the total estimated 2015 budget is provided in Appendix A hereto.

VI. **Method and Basis of Levying the Assessment:** The method and basis for levying the 2015 assessment remains the same as described in the adopted Management District Plan. Annual assessments are based upon an allocation of program costs and are a combination of parcel size, building size, and street frontage with rates depending upon whether the parcel fronts on Sepulveda Boulevard.

VII. **Westchester Town Center BID 2015 Assessment Rates:**

- a. Parcels Fronting on Sepulveda Boulevard:
 - Lot Area Rate \$0.0637 per lot benefit unit
 - Building Size Rate \$7.8809 per building benefit unit
 - Frontage Rate \$0.0937 per frontage benefit unit
- b. Parcels Not Fronting on Sepulveda Boulevard:
 - Lot Area Rate \$0.0318 per lot benefit unit
 - Building Size Rate \$3.9405 per building benefit unit
 - Frontage Rate \$0.0468 per frontage benefit unit
- c. The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Westchester Business Improvement Association voted to increase assessments by 1% for 2015.
- d. The District's 2015 total assessment is \$314,413.

- VIII. **Surplus Revenues:** At the end of 2014, the District will have an estimated \$91,407 in surplus revenues that will be carried over to the 2015 budget. The Westchester Business Improvement Association approved this rollover at their November 6, 2014 meeting.
- IX. **No Anticipated Deficit Revenues or Expenditures:** There are no anticipated deficit revenues or expenditures that will be carried over to 2015.
- X. **No Contributions From Sources Other than Assessment:** There are no anticipated deficit revenues or expenditures that will be carried over to 2015.

Appendix A.
Westchester Town Center Business Improvement District
2015 Annual Planning Report
for
2015 Fiscal Year Activities

Anticipated assessment revenue and program expenditures for 2015 are as follows:

<u>2015 Revenue Sources</u>				
		<u>Amount</u>	<u>Total</u>	<u>%</u>
2015 Special Assessment		\$314,413		
2014 Carryover		\$91,407		
2015 Contributions Fr Other Sources		\$0		
Total			\$405,820	
<u>2015 Budget Expenditures</u>				
Ambassador		\$65,000		16%
Landscape, Sanitation, & Beautification		\$130,000		32%
Marketing & Promotions		\$40,000		9.9%
New Business Attraction		\$10,195		2.5%
Policy Development & Management		\$60,000		14.8%
Office, Insurance, & Other		\$35,000		8.6%
Uncollected Assessment Reserve		\$65,625		16.2%
Total			\$405,820	100%